

26. Excellence in Accessible Tourism

This award recognises businesses that provide a product, experience or service that goes above and beyond to accommodate and cater for people with disabilities and/or specific needs e.g. hearing impairment, low vision, limited mobility, wheelchair/scooter needs or cognitive.

Prerequisite: Met the standard for at least one (1) of the five (5) ‘badges’ in the Accessible Tourism program within the Quality Tourism Framework (QTF).

Word Count: 4,000 words

Written Submission: 40 Points

Online Review (at end of this document): 10 Points

Site Visit: 20 Points

Total Points: 70

Process

For those that are entering into an existing eligible national category there will be an option within the submission for entrants to elect to enter the Accessible Tourism Award.

The Excellence in Accessible Tourism submission for this award will draw out the response from question 1. A, 1.B (Introduction) and 4.C (Customer Service) of their other submission and have an additional question aimed to give an insight into the inclusive/accessible product. They will be able to edit the submission response for the questions drawn from their other submission before submitting their Excellence in Accessible Tourism submission.

To clarify, the following table lists the questions in the categories 1-25* and where they appear in the Excellence in Accessible Tourism category.

Category 1-25* Questions	Converted to the Accessible Tourism Submission
1.A	1.A
1.B	1. B
4.C	2.A
4.A	2.C

For those that are only entering into the Accessible Tourism category, entrants will need to complete all questions.

*The following categories will not have this option as their question sets differ too much:

- Major Festivals and Events
- Festivals and Events
- Tourism Marketing and Campaigns

However, this does not stop the business from entering into this category, they simply will not have any parts of their submission drawn into the Excellence in Accessible Tourism category.

1. Introduction – 10 marks

A. Provide an overview of the tourism products, experiences, and/or services including the nature and history of the business. 7 marks

Take the judge on a journey of the business products and/or service; how and when it began, where the business is located or where the services are provided, who works in the business etc.

How has the business developed over time? For example, what new additions to the infrastructure were made (and when), how have staffing levels grown, what significant improvements have been made to the product/service?

What are the products, experiences and/or services on offer to visitors? Provide sufficient detail to ensure the judge can obtain a good understanding of what is on offer.

Highlight the businesses points of difference and what makes it stand out from others (its unique selling points). Consider the amenities, products, services, or facilities that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how the business fits into the category; therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

The judges may not be familiar with the business – your submission may be judged nationally and could have judges that are not from your state/territory. Therefore, explain everything from the ground up.

B. Outline the key features of your business plan. 3 marks

Provide an overview of the key features of your business plan. This should include the overall vision of the business and its main goals, strategies.

Provide insight as to the rationale for these goals/strategies.

This will assist the judge to understand how business development (Q2) and marketing efforts (Q3) align with the business's overall strategies.

IMAGES

Attach a minimum of two graphics throughout Question 1. (accurately named) to support and enhance the response. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.

2. The Accessible Tourism Offering – 30 marks

A. Describe the inclusive practices integrated across the business. 10 marks

As a part of the delivery of quality customer experiences, demonstrate how the business considers the specific needs of a diverse community.

Provide examples of how the business has made the product/service inclusive or accessible to specific individuals/groups that may have faced barriers to participation previously.

Barriers to participation could include, but are not limited to, cultural reasons, language, physical constraints, intellectual capability, cognitive constraints, dietary requirements, or other specific needs groups e.g., LGBTQIA+.

Explain the outcomes achieved from making the product/service inclusive or accessible to specific individuals/groups. Include a case study to support your answer.

How does the development of the inclusive practices align with the business goals as described in Q1.B?

B. Who has the accessible tourism product/experience/service been developed for and why? 10 marks

Who are the target market/s that the business has considered in the development of its accessible/inclusive practices. What are their specific needs?

Why has the business targeted this market? For example, was it a result of feedback, surveys, observation of trends, economic?

Include the research that was undertaken to understand the market/s and how that has led to the development of the accessible tourism product/experience/service.

C. How does the business provide quality customer service pre, post and during the visitor experience? 10 marks

This question requires you to outline the practices put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.

Outline how the business is committed to quality customer service throughout all areas of the business. This could include areas such as staff training, service principles and policies and staff reward systems.

Consider all points of customer engagement e.g., email, phone, guest greetings/welcome and interaction before, during and after the experience.

Ensure you consider all touch points of the visitor journey pre, post and during the visitor experience.

For those businesses that had significant disruption during the qualifying period, consider how you provide quality customer experiences in the alternatives ways in which you operated, such as changed opening times, restricted access to business, kept customers informed during closures etc.

As this is an Excellence in Accessible Tourism category, ensure your response highlights the customer service practices that are undertaken that provide an accessible/inclusive customer service experience.

Images

Attach a minimum of two graphics throughout Question 2. to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

Submission score /40

Online score /10

Online Questions

Question	Hint	Score
Website		
Does the website provide a clear overview of the accessible product/services available?	It should be clear what product/services are available to the accessible visitor. Additional support of providing a clear overview may include a selection of high quality and relevant images, a FAQ page, and logos i.e. Industry Membership, Tourism Awards etc.	1
Does the website include an Accessibility Guide?	This is a report that can be downloaded from their Accessible Tourism program submission, or can be created themselves. It should provide information on the site/rooms/vehicles such as access, measurements, additions etc. so that the visitor can make an informed decision as to whether it is suitable to their needs	2
Is the website compliant with the Web Content Accessibility Guidelines (WCAG)?	Is all content accessible to everyone, including those with disabilities? This would include: Are all images properly tagged with alternative text? Is the website navigable using only a keyboard? Are there any audio or video files on the site that include transcripts or captions? Is the website free of any colour contrasts that could make it difficult to read for some users? Suggest to use a site such as accessibilitychecker.org which can review and determine if compliant or not.	2
Has the website been developed to be accessible to their target market (relating to their accessible market)	Examples include; Keyboard Navigation (for those with mobility, cognitive or other disabilities)	1

	<p>Captions and transcripts for any video content (for low hearing).</p> <p>Audio options (for visually impaired)</p> <p>Alternative language (for international markets)</p>	
Social Media		
Does the business actively engage with social media to promote their accessible product/service?	<p>The business regularly (at least weekly) posts content to one or more social media channels. And at least one monthly post that demonstrates their accessible tourism product/service.</p> <p>This can include, but is not limited to, any one, or more of the following – Facebook, TripAdvisor, Instagram, twitter, Pinterest.</p>	1
Does the business regularly respond to online reviews?	<p>The business responds to their online reviews in a timely manner e.g. within 4 business days of the feedback made. Review sites would include, but not be limited to TripAdvisor, Booking.com, Google.</p> <p>It is recommended that the management response rate found in ReviewPro is used which provides a percentage, which can be then be allocated as per the score (right).</p>	<p>Less than 10% are responded to = 0</p> <p>10-25% are responded to = .5</p> <p>25% and above responded to = 1</p>
External online sources		
Is the business listed on ATDW?	<p>A N/A option will be available here. If a business cannot list on ATDW then a N/A would apply and the full points for this question will be applied.</p>	1 N/A
Can the entrant be found on at least two other online booking sites from their supplied list?	<p>There should be at least two other external sites that the business has a product listing on.</p> <p>This can include, but is not limited to; online booking sites, destination pages, RTO, visitor centre websites and websites promoting accessible and inclusive travel options.</p>	1 N/A

	A N/A can apply if online bookings are not relevant to the business type.	
Overall Online Review Feedback		